

COHEN'S GREATEST MERCHANDISE EVENT IN YEARS.



J. HOWARD SWEETSER.

This is the Cohen manner of selling; it helps us by helping you.

The Sweetser, Pembroke & Co. Stock and what these two million dollars' worth of merchandise was slaughtered for, will be exhibited in this store, beginning with the opening of the doors on Monday. Our old well-trained buyers have achieved the success of years, and all Richmond shall benefit through this store's advantage. Many goods not enumerated will be on sale, as the task of laying out and marking them took too long to get in this advertisement.

The Sweetser Stock of Wash Fabrics.

Makes a sale to be remembered as a life happening. All the newest goods of this season are in the offerings. You can pick from a thousand lots, among them:

French Organdies that were 35c wholesale for 15c a yard. Gauze Voile Bourettes, in all colors, 25c goods, for 9 1-2c. French Chambrays, in new beautiful colorings, nearly yard wide, that were 25c wholesale, for 12 1-2c a yard. Imported Shirting, Poplin, in woven colors, has retailed all over New York for 35c, all shades, including champagne, for 15c. The newest of the Embroidered Dot Muslin—solid colors or figures—thousands of yards that were 12 1-2c are here at 9c a yard.

6,500 yards of Scotch Bourette—in etamine or worsted-like fabrics—these goods make as handsome a suit as any goods that cost \$1.50; the best retail price has been 25c; every color combination and every style of diked design, on sale here for 12 1-2c a yard.

American Batiste, the same that every other store sells at 6 1-4c—4,700 yards to be sold, all the various new printings, including black and white; price, 4c a yard.

Tailor Duck Shirting, in woven colorings—the newest shades—instead of 18c, 12 1-2c.

Finest Imported Linen Bourettes, Scotch manufacture, were sold for 35c—the prettiest color combination offered this season, most beautiful colorings—the price, 19c.

40-inch Batiste, in light or dark shades, instead of 15c, are 9 3-4c.

40-inch Black Organdies, 25c qualities, for 9 1-2c, and all the rest to be looked for by you.

Sweetser, Pembroke & Co. and Their Stock of Silks

has been one of the powerful parts of their great business. Their claim of turning the stock over three times every season exceeds that of any other house perhaps in America and is the immediate cause of all being new, this season's silks.

Silk Mousseline de Paris, in every color of the rainbow and not known anywhere for less than 50c; our price will be 25c a yard.

The 6c Crepe de Chine are known by every Richmond shopper; at 75c; all colors and black, choice 25c.

Plain Silk Mulls—the soft, clingy 25c ones, in black, white and colors—are 15c a yard.

Silk Organdies, the most artistic summer material of the season; thousands of yards, in every color, that were printed—instead of 50c, are 25c.

Black Japanese Summer Silk, hand loom, full lustrous finish, 25c a yard.

The usual 50c White Hand Loom China Silk will be 19c.

70 yards Pure Dye Black Taffeta, full 30 inches wide and always sold at 85c; price 60c.

35c for the yard wide White Wash Chiffon.

36 inches wide Black Beau de Soie, the same always sold for \$1.25, is 85c.

Yard-wide Black Taffeta, which should be \$1.35, is 75c.

The 55c grade of Black Taffeta is 35c.

White and Colored Pure Silk Taffetas, the usual 75c grade, is 55c.

Silk Gauze, full double width, in black and colors, made to sell for \$1.50, is 65c.

85c and \$1 New Fancy Taffetas, for 49c, in an endless variety of styles and colorings.

There are many others, but you must come to the store to see them.

White Goods.

If any house in New York was ever strong in White Goods it was Sweetser, Pembroke & Co. Thousands of cases were turned over by this firm every season. The stocks were foreign and American.

There are enough White Goods at Cohen's, if displayed to advantage, fill the entire first floor.

12 1-2c a yard—White Biarritz Skirting Poplin, that sold for 25c.

9c a yard—Mercerized Oxford, Dimity, Pique, Mercerized Etamine, Moline Madras, Pique Cord and other white goods that cost 15c to 25c, all put up at auction for the highest bidder, and Cohen got them to sell at 9c.

5c a yard—Embroidered Dotted Swiss, from the auction—2,200 yards—usual best price 10c and 12 1-2c.

12 1-2c a yard—5c Imported Mercerized Basket Weave Madras—50 pieces in this lot; these goods are double mercerized and are guaranteed to hold their lustre.

7c a yard—Mercerized Stripe Shirting Madras, for waists as well as men's shirts—nearly a yard wide—Sweetser, Pembroke and Company's price was 12 1-2c.

15c a yard—Daintiest 25c Sheer Mercerized Striped Organdies and Dimities—quite a number of styles in the stripes.

8 3-4c a yard—Oxford Madras, in stripes and dots—one of this season's newest waist and suit materials.

10c a yard—White Organdy, 2 yards

Cohen's Stock of Embroideries

are at all times the surprise of the town. It is at its highest pitch at this time—every kind and width at from 10c to 50c on the dollar.

Wide Flouncing Embroideries, that you would think a bargain at 25c—you will find a counterfeiter for 12 1-2c a yard.

Others at 12 1-2c are the Fine French Embroideries, Swiss and Nainsook Edgings and Insertings, imported to sell from 20c to 25c.

Flouncings at 10c—We have seen the best merchants brag on these at 35c.

25c and 35c for Wide Flouncings and Corset Cover Embroideries, 18 inches in width, that all the New York retailers sell at from 50c to 60c.

See the Embroideries at 5c, 7c and 9c—it is conservative to say that they are worth double.

Allover Embroideries sell here for 20c that should sell for 50c; at 30c any that should sell for 75c to 95c; 75c and 95c buy Allover Embroideries that cost to \$2.50.

wide, the same quality which would have sold at 45c.

5c a yard—4,700 yards of Checked Nainsook, the quality that generally sells for 8c and 10c.

10c a yard—One of the new mercerized fancy fabrics, to sell for 35c; the wholesale price was 33 1-2c; hundreds of yards at 10c a yard.

15c a yard—White Imported Repp Poplin Shirting, sold at 35c a yard.

10c a yard—The best 12 1-2c India Linen, 40 inches wide, ever sold here or anywhere else.

10c a yard—The same Fancy Pique, for skirts or infants' wear, that you have bought here or elsewhere for 20c.

12 1-2c a yard—Imported Persian Lawns—120 pieces of this sheer, beautiful, fine quality goods—wholesale price was 18 3-4c.

12 1-2c a yard—Embroidered Stripe Pique Madras, imported to sell at 20c a yard.

6 3-4c a yard—40-inch India Linens, that always sold at 10c.

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The Second Floor Garment Store

We have a wonderful sale Monday, shut your eyes and buy any garment at any price and it will be right. No other kinds are allowed to come here.

Shirtwaists Exhibit an Instance.

Marquise Waists, white muslin, trimmed in various ways, value to \$4; choice, \$1. White Lawn Shirt Waists, hemstitched, tucked and embroidered trimmed, will be 25c each.

Etamine Waists, value \$1.50, for 65c. Black Mercerized Waists, made to sell for \$1; sale price will be 37 1-2c.

In the White Waist for 95c you can pick styles that cost up to \$1.75.

White Medallion and Embroidery Trimmed Fine White Lawn Waist, best \$1.25 value, price 75c.

5 Japanese Silk Waists, elaborately embroidered, Monday the astonishing price is \$2.50.

The Infant Department partakes of to-day's bargain story.

One among the best infants' 25c Caps of the season on sale Monday, 12 1-2c.

Infants' Long Cloth Dresses, full length, will be 18c each; the sewing cost more.

Beautiful White Dresses for 30c, 60c and 75c; cost to \$1.40.

Infants' Caps for 25c, 30c and 50c; you may choose from caps that cost to \$1.

Handsome Moll and Chiffon Hats, white, pink and blue, that cost to \$1.50, for \$1.

White Shoulder Shawls, in Shetland floss, Germantown and ice wool; also silk, all kinds, shapes and colors, from 25c to \$4.50.

Sale of Silk Suits.

Prices that cannot be equaled again. The price is the cost of the making.

All the \$16 and \$18 Silk Suits, choice \$10.

All the \$20 and \$25 Silk Dresses for \$10 each.

New Traveling Dust Coats. Linen, mohair, Sicilian, waterproof, \$5.75 to \$18.45 sizes.

Sweetser Sale of Women's Skirts.

The newest French Panama Skirts, in black or navy; \$9.25 is the value, the price will be \$5.

500 Duck Skirts, in navy, with polka dots; is the always \$1 skirt, for 60c each.

Platted Mohair Skirts, black and all colors; the best \$5 skirts of the season, \$3.50 each.

All Wool Thibet Walking Skirts; \$3.95 is the usual price, special \$2.50.

Shirtwaist Suit Comforts. Comforts in the price and style as well as the best styles, perfect in every way. The prices were to have been \$2.25 to \$4.50; you can choose at \$1.19 to \$4.75.

Sale of 11,200 Dozen of Muslin Underwear.

The greatest purchase ever made in this line. Made by one of the cleanest makers in the State of Pennsylvania. An offer made for the entire stock brought them here at an average of 6c. on the dollar. Several extra employees will be put in the department to help you. Every garment can be relied upon as to perfection of sewing and good materials.

Gowns at 50c.

A variety of the most beautiful styles that cannot be matched under 85c.

Gowns at 86c.

Most of them of soft nainsook, some 12 styles all told; you may choose from gowns that cost \$18 a dozen at this price.

Gowns at 44c.

The same that have been sold for 60c.

Gowns for 98c.

We doubt whether some of these can be bought even at \$1—the dainty, fine summer styles gotten up by one of the expert underwear retailers of New Orleans.

All the garments sold during this sale are for our retail trade alone, so we want our patrons to have the benefit—none sold at wholesale.

\$1.48 Skirts for 86c. The choice is from dozens of styles, embroidery or lace trimmed.

\$1.20 Skirts, 79c. Some 60 dozen to be sold.

\$2 and \$1.85 Skirts, 88c Every variety; we have no doubt they are sold by many merchants at \$2.50; lace or embroidery trimmed.

\$3.25 Skirts, \$1.65.

50c Belts, 25c. White Kid Belts, best 50c ones, are 25c. Women's Peggy Belts, made to sell as special at \$1, are 75c each.

\$2.75 Skirts, \$1.48.

\$2.25 Skirts, \$1.19.

Trimmed with blind embroidery.

\$3.98 Cluny Skirts, \$2.48

\$5.00 Cluny Skirts, \$2.98

60c Skirts for 48c.

50c Cambric Drawers, 25c Lawn, umbrella ruffles, with pin tucks and hemstitched hems; a dozen other styles of lace trimmed Drawers at this price.

\$1 Drawers, 59c. Button embroidery, lace trimmed and a variety of other trimmings.

50c Corset Covers, 29c. Round neck, lace trimmed back and front.

98c Corset Covers, 50c. A variety of 27 styles to choose from; not one that retails for less than 75c.

\$1.25 Corset Covers, 69c. Trimmed with the finest Val. lace.

\$2. Corset Covers, 98c. We have simply stated those articles which have come most prominently before the writer. Such a sale of muslin Underwear never occurred here before.

The Don't Worry Column of Little Things.

These prices will remind you of them:

50 gross Pearl Buttons, worth 10c, for 5c a dozen.

Gros Supporters, in black and white, for misses, women and children, 5c a pair.

10 gross best 20c Dress Shields, 10c a pair.

Long Hat Pins, 3c a dozen.

Hair Pins, 2 packages for 1c.

25 styles of special White Reading, 5c and 10c; worth a great deal more.

10 gross 10c Japanese Fans are 5c each.

Women's 25c Satin Front Hosiery Supporters, 19c a pair.

Black Garter Elastic, all widths, 5c a yard.

Girdle Forms, best made, 18c kind, 10c each.

10 gross Priscilla Toilet Soap, highly perfumed, 2 1-2c a cake.

50 White Floating Soap, 2c a cake.

5 gross 2c Hair Brushes, 15c each.

Allen's Extracts, all odors, trial size, cut to 6c for Monday.

The Influence of Cohen's Basement Is Felt All Over Richmond.

The Basement Cotton Fabrics

are here by the thousands. Sweetser's had a distinct department of goods bought at special sales, and all these bargains are half the price at Cohen's.

The real French Organdies—Keechlein's make—4,600 yards to be sold, all manufacturers' odds, enough in any one design for any purpose—500 Organdies for 10c a yard.

Embroidered Muslin, in all the designs the manufacturer produced, 12c and 15c qualities, for 9c.

8c American Batiste, every color that the manufacturer made, price 4 3-4c.

Imported Dimities, all the neat, beautiful colors and designs. Made in Scotland by the best manufacturer; sale price will be 8 1-2c.

40c White Goods in the Basement, 15c,

6 1-4c a yard—10c White Repp and Pique Shirting.

6c a yard—India Linens, Persian Lawns and Crepe Madras, all 10c and 12 1-2c values.

9 1-2c a yard—Mercerized Striped Organdies, Fancy India Linens and Etamines, cost 15 3-4c usually.

10c a yard—White Wash Chiffon and Persian Lawns, 45 inches wide, all the finest grades, that retail at 35c to 50c.

12 1-2c a yard—2,200 yards double fold Sheer White Persian Lawns, the 19c to 25c grades.

15c a yard—White Sheer Organdies, 2 yards wide, 25c to 40c grades.

10c a yard—Very fine sheer grade of India Linen, worth 16 3-4c.